



**Safe-esteem, Inc**  
safe-esteem.com

### **Leadership**

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### **Company Information and Core Competencies**

Safe-esteem is a small firm leading knowledge and applications innovation in the personal risk measurement, communication, and decision support domains.

We uniquely operate at the intersection of risk intelligence and analysis methodologies, communication best practices, cognitive-behavioral insights related to judgment and decision-making, and related software applications.

- Decision-support Heuristics Evaluation and Design
- Judgment Bias and Noise Detection, Measurement, and Reduction
- UI/UX design for quantitative and complex information
- Risk Judgment & Decision Making

### **Differentiators**

- Unique R&D insights developing the world's first personal safety barometer (in Beta) aimed at communicating risk intelligence, mitigating innumeracy and bias, and improving decision-making quality.
- Industry leadership experience in decision-support intelligence functions.
- Applied interdisciplinary experience in intelligence analysis, behavioral science, communication, Machine Learning / Artificial Intelligence, and software design.